

MERIT
COST PER THOUSAND

	1995			1994			1993		
	BUDGET	VOL	CPM	BUDGET	VOL	CPM	BUDGET	VOL	CPM
PRICE									
PACK COUPON PROMO							\$814	25.05	\$32.50
CARTON COUPON PROMO							\$1,886	78.95	\$23.89
CARTON CPN W/ BB							\$1,393	61.18	\$22.77
PRODUCT									
JUNE B1G1F/B1CTN G1/2FREE	\$2,800	127.00	\$22.05						
INCENTIVE									
CARTON STUFFER/MEDIA ONE									
JAN PEN W/2PK-CALC W/CTN	\$2,376	105.00	\$22.63				\$739	46.05	\$16.04
SEPT AWARDS PK/CTN INCENT	\$2,625	135.52	\$19.37						
JAN LIGHTER & ASHTRAY				\$2,651	166.50	\$15.92			
JUNE KEYCHAIN				\$2,235	163.40	\$13.68			
APRIL MULTIBRAND				\$300	8.80	\$34.09			
SEPT LIGHTER-AWARDS CAT				\$3,644	319.30	\$11.41			
SEPT CARTON STUFFER				\$522	29.90	\$17.44			
MAY MULTIBRAND	\$2,000	101.68	\$19.67						
DIRECT MAIL									
OFFENSIVE MAILINGS	\$6,600	264.00	\$25.00						
DEFENSIVE #1	\$2,200	142.86	\$15.40						
DEFENSIVE #2	\$4,000	225.10	\$17.77						
DEFENSIVE #3	\$5,300	234.10	\$22.64						
DEFENSIVE #4	\$2,800	216.05	\$12.96						
DEC MULTIBRAND	\$1,200	63.63	\$18.86	\$1,800	91.19	\$19.74			
MARCH MERIT AWARDS LAUNCH				\$3,898	301.80	\$12.92			
JUNE MERIT AWARDS-3 ITEMS				\$5,405	382.00	\$14.15			
SEPT MERIT AWARDS				\$5,939	390.00	\$15.23			
YEAR END VOLUME PULL				\$4,363	213.10	\$20.47	\$1,285	35.38	\$36.33
JAN DEFENSIVE							\$4,875	216.60	\$22.51
MAR DEFENSIVE							\$3,255	178.60	\$18.23
JUNE DEFENSIVE							\$4,399	178.60	\$24.63
OCT DEFENSIVE							\$2,382	158.80	\$15.00
DEC DEFENSIVE							\$3,601	178.60	\$20.16
MAR OFFENSIVE							\$1,875	60.30	\$31.10
JUN OFFENSIVE							\$2,473	60.30	\$41.02
PREMIUM BRAND MAILING							\$2,754	72.54	\$37.97
FSI									
APRIL YES YOU CAN FSI				\$1,604	208.00	\$7.71			
JUNE FSI				\$1,604	208.00	\$7.71			
SEPT AWARDS FSI				\$732	139.60	\$5.24			
OCT BOWLING FSI				\$424	57.20	\$7.41			
JAN FSI							\$2,394	199.50	\$12.00
APR FSI							\$3,380	158.40	\$21.34
JUNE FSI							\$3,120	157.60	\$19.80
NOV FSI							\$2,526	192.60	\$13.12
CONTINUITY									
95 MERIT AWARDS	\$3,996	264.00	\$15.14						
94 MERIT AWARDS	\$2,279	282.18	\$8.08	\$2,279	282.18	\$8.08			

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